



City of Santa Barbara

Planning Division

SIGN COMMITTEE MINUTES

Thursday, August 7, 2008 David Gebhard Public Meeting Room: 630 Garden Street 10:00 A.M.

COMMITTEE MEMBERS: NATALIE COPE, *Chair* – Present
 JENNIFER ROSE, *Vice-Chair* – Present
 BOB CUNNINGHAM – Absent
 STEVE HAUSZ (HLC) – Present (left at 11:42 a.m.)
 PAUL ZINK (ABR) – Present

ALTERNATES: ALEX PUJO (HLC) – Absent
 CLAY AURELL (ABR) – Absent

CITY COUNCIL LIAISON: GRANT HOUSE – Absent
 DALE FRANCISCO (ALTERNATE) – Absent

STAFF: RENEE BROOKE, Senior Planner/Signs Design Review Supervisor – Absent
 ELVA DE LA TORRE, Planning Technician – Present
 KATHLEEN GOO, Commission Secretary – Present

Website: www.SantaBarbaraCa.gov

**** SIGN COMMITTEE SUBMITTAL CHECKLIST ****

The Sign Committee will take action when the following are submitted:

- A. Color and material samples referenced to where they will appear on sign. All to be made out on 8 1/2" x 11" white paper or board or foldable to same. All plastic material shall have a matte finish unless otherwise specified.
- B. Photographs of the project site, adjacent buildings surrounding the site, and all existing signs on site must be submitted on 8 1/2" x 11" white paper or board.
- C. Drawing of sign and site plan to an acceptable scale in an 8 1/2" x 11" format - foldable to same. Acceptable scales for signs are: 3/4", 1", 1-1/2", 3" = 1'0". For site plans: 1" = 20', 10'; 1/8" = 1'0". Where ground signs are proposed a landscape plan is required. A color rendering of sign is also required.
- D. Drawing of building elevations or portion thereof showing where signs are to be located at 1/4" scale.

Complete sign lighting plans indicating the type, placement, and wattage of the fixture. Where no sign lighting is submitted, it will be assumed that no lighting is planned, and any lighting erected will be considered to be in violation of the Sign Ordinance. Electrical signs require a separate electrical permit.

All submittal materials must remain with the application.

Items will be dropped from the Agenda unless applicant attends the scheduled meeting. **If the applicant is unable to attend the scheduled meeting, notification must be communicated by 4:00 P.M. on the day before the meeting to Elva de la Torre, Planning Technician, at the City of Santa Barbara Planning Division, (805) 564-5470; otherwise a postponement/rescheduling fee will be charged.**

No application will be reviewed by the Sign Committee until any illegal signs are removed or brought into compliance with the Sign Ordinance.

PLEASE BE ADVISED

- Additional tenancies or alternate sign configurations may necessitate the reduction of previously approved signage.
- Approximate time the project will be reviewed is listed to the left of each item. It is suggested that applicants arrive a few minutes early. Agenda schedule is subject to change as cancellations occur.
- **AMERICANS WITH DISABILITIES ACT:** In compliance with the Americans with Disabilities Act, if you need special assistance to gain access to, comment at, or participate in this meeting, please contact the Planning Division at 805-564-5470. If possible, notification at least 48 hours prior to the meeting will enable the City to make reasonable arrangements in most cases.
- **AGENDAS, MINUTES and REPORTS:** Copies of all documents relating to agenda items are available for review at 630 Garden St. and agendas and minutes are posted online at www.SantaBarbaraCa.gov. Materials related to an item on this agenda submitted to the Sign Committee after distribution of the agenda packet are available for public inspection in the Community Development Department located at 630 Garden St., during normal business hours. If you have any questions or wish to review the plans, please contact the Planning Technician at (805) 564-5470 between the hours of 8:30 a.m. to 4:00 p.m., Monday through Thursday, and every other Friday.

APPEALS:

Decisions of the Sign Committee may be appealed to the Architectural Board of Review or the Historic Landmarks Commission depending on the appropriate jurisdiction. For further information on appeals, contact the Planning Staff. Appeals must be in writing and must be filed at the Planning/Zoning Counter within ten (10) calendar days of the meeting at which the Sign Committee took action or rendered its decision.

NOTICE:

That on Friday, August 1, 2008, at 4:00 p.m., this agenda was duly posted on the indoor and outdoor bulletin boards at the Community Development Department, 630 Garden Street, and online at www.SantaBarbaraCa.gov/sign.

GENERAL BUSINESS (10:00):**A. Public Comments:**

Any member of the public may address the Sign Committee for up to two minutes on any subject within their jurisdiction that is not scheduled for a public discussion before the Committee on that day. The total time for this item is ten minutes.

No comments.

B. Approval of the minutes of the Sign Committee meeting of July 30, 2008.

Motion: Approval of the minutes of the Sign Committee meeting of July 30, 2008, with corrections.

Action: Hausz/Rose, 4/0/0. (Cunningham absent). Motion carried.

C. Listing of Approved Conforming Signs.

The signs approved on Conforming Sign Review from July 30, 2008 are listed below:

1. 3323 State Street, Norvell Bass Cleaners. Final approval as submitted.
2. 3325 State Street, Paper Inc. Final approval as submitted.

D. Announcements, requests by applicants for continuances and withdrawals, and future agenda items.

Ms. de La Torre made the following announcements:

- a) The Sign Committee denial of the Pat Scott Masonry signage proposal at 32 N. Calle Cesar Chavez is scheduled to be heard at the August 11, 2008, Architectural Board of Review meeting at 4:00 p.m. Steve Hausz confirmed he would represent the Sign Committee at that appeal hearing.
- b) Committee member Bob Cunningham would be absent from the meeting.
- c) The following projects have postponements: Item #7, 922 Laguna Street; Item #8, 121-B W. Mission Street; and Item #11, 3835 State Street C-50A.

Motion: To postpone Items 7, 8, and 11 on today's agenda to the next meeting.

Action: Hausz/Cope, 4/0/0. (Cunningham absent). Motion carried.

E. Possible Ordinance Violations and enforcement updates.

Committee members Zink and Hausz reported the following violations:

1. The construction signage at 3475 Marina Drive and Cliff Drive should be removed as there is no more construction scheduled.
2. The banner at Chad's on Chapala Street should be removed.

Ms. de la Torre updated the Committee with regard to the following:

1. The banner violation at 1345 State Street is on today's agenda and abatement of the enforcement case is pending.
2. The enforcement case for the banner violation at Mackenzie Park has been abated.

CONCEPT REVIEW – NEW

1. **791 CHAPALA ST**

C-2 Zone

(10:11) Assessor's Parcel Number: 037-082-006
 Application Number: SGN2008-00120
 Owner: John DeWilde
 Applicant: Signs by Ken
 Business Name: Silver Greens

(Proposal for five exterior signs, including two wood hanging signs: [Sign A] 5 square feet and [Sign B] 5 square feet; two metal wall signs: [Sign C] 11.08 square feet and [Sign D] 2.48 square feet; painted window sign: [Sign E] 0.66 square feet, for a total of 24.22 square feet. The "Paseo Chapala" 6 square foot wall sign with pin mounted metal letters would be relocated as part of this proposal. The linear building frontage is 66 feet. The allowable signage is 25 square feet. The project is located in the El Pueblo Viejo Landmark District.)

(An exception is requested for letters over the allowed maximum height, resulting in a 12.25 inch letter height.)

Present: Ken Sorgman, Signs by Ken; and Brian Roacha, Silver Greens

Motion: **Final Approval as noted with conditions:** 1) Sign A and B are acceptable as proposed; 2) Sign C is acceptable with letter depth reduced to 2.5 inches and lower signage; 3) Signs D and E are acceptable as submitted; 4) "Silver Greens" lettering to be more silver/grey green in color similar to frazee; specifically palette colors #CL2024M or CL2025D, rather than kelly green color; 5) The "Paseo Chapala" sign is not approved as part of this application and shall be submitted as a separate application. 6) Submit a revised color chip and elevations to reflect changes; and 7) An exception is granted due to the fact that the ascender and descender exceed letter height limit, but the other letters are acceptable as they are less than the maximum letter height requirement.

Action: Hausz/Rose, 4/0/0. (Cunningham absent). Motion carried.

Motion: **To Re-open Item #1, 791 Chapala Street regarding Silver Greens.**

Action: Zink/Cope, 3/0/0. (Hausz and Cunningham absent). Motion carried.

Motion: **Final Approval as noted with revised conditions with the previous comments amended to the following:** 1) The internally illuminated sign is not acceptable, and Applicant to return with revision to comply with Sign Program.

Action: Zink/Rose, 3/0/0. (Hausz and Cunningham absent). Motion carried.

The Committee requested Staff to research the Sign Program on this item.

CONCEPT REVIEW – NEW

2. 1311 STATE ST

C-2 Zone

(10:37) Assessor's Parcel Number 039-131-009
Application Number: SGN2008-00121
Owner: Huston Holdings, LLC
Applicant: Signs by Ken
Business Name: Jane

(Proposal for a 4.33 square foot painted wood projecting sign and a 1.6 square foot pin mounted wood letter wall sign for a total of 5.93 square feet. The linear building frontage is 22 feet. The allowable signage is 22 square feet. The project is located in the El Pueblo Viejo Landmark District.)

Present: Ken Sorgman, Signs by Ken

Motion: **Continued one week to Conforming Review with the following comments:** 1) The painted wall sign is acceptable as submitted; 2) The blade sign is acceptable as submitted; 3) Return with location and installation, with the hardware details which are to be of hand-crafted quality.

Action: Hausz/Zink, 4/0/0. (Cunningham absent). Motion carried.

CONCEPT REVIEW – NEW**3. 926 INDIO MUERTO ST**

C-2/SD-3 Zone

(10:45)

Assessor's Parcel Number: 017-284-002
 Application Number: SGN2008-00123
 Owner: Milpas Beach Commercial, LLC
 Contractor: Freedom Signs
 Business Name: Mireles Automotive

(Proposal for two exterior wood wall signs, bolted to the wall: [Sign A] 12 square feet, [Sign B] 4 square feet, for a total of 16 square feet. The linear building frontage is 42 feet. The allowable signage is 42 square feet.)

Present: Dan Morris, Freedom Signs

Motion: **Continued two weeks to Conforming Review with the following comments:** 1) Sign A is acceptable as submitted; 2) Move Sign B to the north side of the building and center over the window; and 3) If a “smog check” sign is used, there should be one only with the location is to be reflected on the plans. Suggested location is on the chain link fence.

Action: Rose/Hausz, 4/0/0. (Cunningham absent). Motion carried.

CONCEPT REVIEW – CONTINUED**4. 1329 STATE ST**

C-2 Zone

(10:54)

Assessor's Parcel Number: 039-131-018
 Application Number: SGN2008-00075
 Owner: Gladys Tevis-Jankovitz, Trust 7-27-8
 Applicant: Sign-A-Rama Goleta
 Business Name: Conditioning Specialists

(Proposal for a new 6.49 square foot pin mounted wall sign, and a 2.46 square foot sandblasted logo, for a total of 8.95 square feet. The linear building frontage is 42 feet. The allowable signage is 42 square feet. The project is located in the El Pueblo Viejo Landmark District.)

Present: Wasantha Mohottige, Sign-A-Rama

Motion: **Final Approval with the following conditions:** 1) Option 2 is acceptable with the signage mounted above the window; and 2) Reduce the spacing between the two lines of text.

Action: Hausz/Zink, 4/0/0. (Cunningham absent). Motion carried.

CONCEPT REVIEW – CONTINUED**5. 535 OLIVE ST**

C-M Zone

(10:59)

Assessor's Parcel Number: 031-212-005
 Application Number: SGN2008-00097
 Owner: Christopher Lynn Cadwell, Trustee
 Applicant: Sign-A-Rama, Goleta
 Business Name: Star Tech Auto

(Proposal for three "as-built" wall signs: one 12 square foot painted wall sign, one 18 square foot lit box sign, and one 12 square foot MDO wall sign with vinyl lettering, for a total of 42 square feet. The application is to abate ENF2008-00335. The linear building frontage is 114 feet. The allowable signage is 98 square feet.)

Present: Wasantha Mohottige, Sign-A-Rama

Motion: **Final Approval with the following conditions:** 1) Sign B approved as submitted; 2) Sign A and C are to be removed; and 3) One "Smog Check" sign only, to be located on either side of the fence on Cota Street.

Action: Rose/Hausz, 4/0/0. (Cunningham absent). Motion carried.

CONCEPT REVIEW – CONTINUED**6. 608 ANACAPA ST**

C-M Zone

(11:05)

Assessor's Parcel Number: 031-151-017
 Application Number: SGN2008-00115
 Owner: Jason D. Leggitt
 Owner: Mark Harris
 Applicant: Sign Craft
 Business Name: The Melting Pot

(Proposal for a two new signs: [Sign A] a 44.7 square foot wall sign, stud mounted with LED back-lit acrylic letters and logo; and [Sign B] a 8.75 square foot double-sided projecting sign made high density urethane to hang on an existing bracket, for a total of 53.45 square feet. The linear building frontage is 76 feet. The allowable signage is 75 square feet.)

Present: Gordon Bruce, Sign Craft; and Jeff Wilson, Melting Pot

Straw votes: How many Committee members can support a 12-inch letter height? 1/3. (Hausz supported, majority opposed).

How many Committee members can support a 11-inch letter height? 1/3. (Hausz supported, majority opposed).

How many Committee members can support a 10-inch letter height? 4/0.

Motion: Denial of the project with the following comments: 1) The 12-inch proposed letter height is not acceptable on the building due to the proximity of the building to the sidewalk; and 2) The blade sign (Sign B) with the curved top mimicking the bracket profile is acceptable as presented.

Action: Zink. (Motion withdrawn).

Substitute

Motion: **Final Approval with the following conditions:** 1) The wall sign is acceptable being the version with 10-inch letter height; 2) The 21-inch pot logo with the sciggly symbol is acceptable as submitted with LED illuminated vinyl opaque face and painted black edges; 3) The blade sign is approved as submitted being the version with the arch top mimicking the arched bracket.

Action: Zink/Hausz, 4/0/0. (Cunningham absent). Motion carried.

CONCEPT REVIEW – CONTINUED

7. **922 LAGUNA ST** C-2 Zone

Assessor's Parcel Number: 029-302-015

Application Number: SGN2008-00087

Owner: Herbert and Barbara Reff Trust 10-19-88

Applicant: DJM Development Partners, Inc./Amy Dowd

Business Name: Parton & Edwards Construction

Business Name: DJM Development Partners, Inc.

(Proposal for a new 3.8 square foot wall sign, made of vinyl & plastic, internally illuminated with LED, attached directly to the building. The linear building frontage is 50 feet. The allowable signage is 20 square feet. The project is located in the El Pueblo Viejo Landmark District.

THIS ITEM WAS POSTPONED AT THE APPLICANT'S REQUEST.

CONCEPT REVIEW – CONTINUED

8. **121 W MISSION ST B** C-2 Zone

Assessor's Parcel Number: 025-363-003

Application Number: SGN2008-00102

Owner: Martin F. Morales, Trustee (For) Lewi

Applicant: William Risser

Business Name: Water Store

(Proposal for three "as-built" vinyl signs, for a total of 3.7 square feet and one 5 square foot cloth window sign, for a total of 8.7 square feet. The application is to abate ENF2008-00585. The linear building frontage is 14 feet. The allowable signage is 14 square feet.)

THIS ITEM WAS POSTPONED AT THE APPLICANT'S REQUEST.

CONCEPT REVIEW – NEW**9. 1345 STATE ST**

C-2 Zone

(11:49) Assessor's Parcel Number: 039-131-002
 Application Number: SGN2008-00122
 Owner: Howard Family Survivors Trust 3-14-90
 Applicant: Dave's Signs
 Business Name: Capital Source Bank

(Proposal for five new signs: [Sign A] 7.5 square foot stud mounted painted metal letters, [Sign B] 7.5 square foot stud mounted painted metal letters, [Sign C] 7.5 square foot stud mounted, painted metal letters, [Sign D] 2.25 square foot vinyl window sign, [Sign E] 2.25 square foot vinyl window sign, for a total of 27 square feet. The linear building frontage is 54 feet. The allowable signage is 54 square feet. The project is located in the El Pueblo Viejo Landmark District.)

Present: Dave Tulsner, Dave's Signs

Motion: Final Approval with the following conditions: 1) Sign B to be lowered approximately 6-inches; and 2) All holes are to be patched to match adjacent surfaces.

Action: Zink/Rose, 3/0/0. (Hausz and Cunningham absent). Motion carried.

CONCEPT REVIEW – NEW**10. 201 S MILPAS ST**

C-2/SD-3 Zone

(11:57) Assessor's Parcel Number: 017-251-020
 Application Number: SGN2008-00117
 Owner: Rolland L. and Barbara Fitzgerald Trust
 Applicant: David Cable
 Business Name: East Beach Wine Company, Inc.

(Proposal for two "as built" signs: [Sign A] a 12.5 square foot flush mounted wall sign and [Sign B] a 4.13 square foot face change (vinyl letters) to a permitted directory ground sign. The linear building frontage is 75 feet. The allowable signage is 65 square feet.)

(An exception is requested for the existing window murals.)

Present: David Cable, Applicant

Motion: Final Approval of the existing "as-built" wall sign in its current location with the following conditions: 1) The directory sign needs to match what is permitted, and should be addressed by the owner and not the tenant; 2) No lighting is approved for the wall signs; and 3) The exception for the existing window murals is referred to the Architectural Board of Review Consent Calendar.

Action: Cope/Rose, 3/0/0. (Hausz and Cunningham absent). Motion carried.

CONCEPT REVIEW – CONTINUED**11. 3835 STATE ST C-50A**

C-2/SD-2 Zone

Assessor's Parcel Number: 051-010-007
Application Number: SGN2008-00089
Owner: Riviera Dairy Products
Applicant: The Conceptual Motion Company
Business Name: William-Sonoma, Inc.

(The project consists of a tenant improvement and a store expansion which require new signage. Proposal for two new polycast wall signs totaling 36.63 square feet, two new wall medallions totaling 8.83 square feet, three new vinyl window signs totaling 6.31 square feet, and one 8.5 square foot awning sign. New signage totals 60.27 square feet. Existing signage to remain totals 31.6 square feet. The total for new and existing is 92.07 square feet. There is an approved "La Cumbre Plaza Tenant Design Criteria" in place. The linear building frontage is 96 feet. The allowable signage is 72 square feet.)

(An exception is requested for excess letter height for one interior wall sign and for one interior wall medallion and excessive signage.)

THIS ITEM WAS POSTPONED AT THE APPLICANT'S REQUEST.

**** MEETING ADJOURNED AT 12:29 P.M. ****